

Trade name and trade mark

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The AMAZONE logo, consisting of trade name and trade mark, is the central element of the Corporate Design. Across all applications, it creates recognition and continuity.

The use of the logo in fixed colours and arrangements is essential to positively position the AMAZONE brand at a visual level and to achieve a recognition factor. In this way, the Corporate Design assists the communication of these central AMAZONE values such as confidence and innovation.

Logo

The logo for AMAZONE is composed as follows:

**AMAZONE**

Trade mark =
Horsewoman
with or without
AMAZONE font
(depending on size)

Trade name = Company name in AMAZONE font

Elements
of the logo

As a matter of principle always both elements are displayed – trade name and trade mark.

Whether these are placed in close proximity or further apart depends on the individual use. Please find the rules for the combination of trade name and trade mark on the following pages.

Trade name and trade mark files

At www.amazone.net > Service/Marketing/Logo Pack you can download the original files for the trade name and trade marks in different file formats.

How to receive the
AMAZONE logo

In order to facilitate the correct choice of file for your purpose, an overview of the systems is as follows (please see table below).

Form	sorts by the positioning of the trade name and trade mark
Sequence number	serves as assignment of the logo type.
Size	sorts by application size related to the side length of the trade mark (<10 mm as a rule).
Product range	sorts by agricultural technology or municipal technology.
Colour	sorts by colour mode.
Outline	characterises the type as with an outline.
File formats	are eps for private use, wmf for office use and gif for screen display.

Example:
KOMBq_13_g10_agr_4c_eps



AMAZONE

- **KOMBq** Combination trade name/ trade mark landscape mode
- **13** Sequence numbering 13
- **g10** side length trade mark ≥ 10 mm,
- **agr** Product sector of agricultural technology
- **4c** CMYK colour mode
- **_** without outline
- **eps** File format eps

	Shape	Sequ. no.	Size	Product range	Colour	Outline?	File format
File name	KOMBq	01	g10	agr	4c	out	eps
Explanation	Combination landscape mode	/	bigger than 10 mm	Agricultural technology	CMYK	Trade name with outline	Print
Other possibilities	KOMBh3	02, 03 ...	k10	kom	SF	–	wmf
	Combination portrait mode		smaller than 10 mm	Municipal technology	Special colours	Trade name without outline	Office
	WM				RGB		gif
	only trade name				RGB		Screen
	BM				SW		
	only trade mark				black/white		
	Fondq						
	Combination landscape mode green background						
	Fondh3						
	Combination portrait mode on green background						

www.amazone.net > Service/Marketing/Logo Pack

Here, original files for the trade name and trade marks are available for download.

Please only use the actual versions of the logo files.

You will recognise them via the year prefix 2012_.

Files:
structure of the
file trade names

Depending on the size, the **trade mark** can be used in two versions:

≥ 10 mm side length: the trade mark receives the AMAZONE trade name on the lower edge of the area.



≥ 10 mm side length

← **with** AMAZONE trade name underneath logo

< 10 mm side length: the trade mark does not receive the AMAZONE trade name on the lower edge of the area.

It is therefore necessary that this version is displayed together with the AMAZONE trade name.



< 10 mm side length **without** AMAZONE trade name underneath logo
only together with the AMAZONE trade name

**Size of trade mark:
< 10 mm-rule**

For all applications concerning the sector of agricultural technology and national and international company names from AMAZONE, the trade name and trade mark are used in AMAZONE orange.

For the trade mark, the elements of the horsewoman and font are always white and do not adopt the colour of the background.



Colour
agricultural
technology
orange

If the trade name and trade mark are not placed on a white or a bright background, then AMAZONE green is recommended as the background colour.

Irrespective of the background, the trade mark always has a white **outline**.

The trade name is always provided with a white outline when the background colour is not white. The boldness of the outline of the trade name and trade mark are always identical.

Background colour

Outline



Correct: trade name and trade mark with outline, green background

If the trade name and trade mark are on an orange background, then the trade mark is negative white.



Correct: trade mark with outline, trade name negative white, orange background.

Please match the exact colour values for AMAZONE using the details in the chapter Colours on page E1.

For all applications concerning the sector of municipal technology, the trade name and trade marks are used in AMAZONE green.

For the trade mark, the elements of the horsewoman and font are always white and do not adopt the background colour.



Colour
municipal
green

If the trade name and trade mark are not placed on a white background, then AMAZONE beige is recommended as the background colour.

Irrespective of the background colour, the trade mark always has a white **outline**.

The trade name is always provided with a white outline when the background colour is not white. The boldness of the outline of the trade name and trade mark are always identical.



Correct: trade name and trade mark with outline

Background colour

Outline

The exact colour values for AMAZONE can be found in the chapter Colours on page E2.

For a **monochrome reproduction**, the values of colour equal 100 % black or white.
No greyscale is used.

**Colour
black-white**



Against a black background only the trade mark is provided with an outline, the trade name is shown white on black **without** an outline.

The rules for monochrome representation are valid for all business segments, both national and international.

In the standard version, the trade mark is positioned at the centre in front of the trade name.
In this case, the height of the trade name serves as orientation for the size of the trade mark and the distance from each other.

The trade mark is positioned in the centre in front of the trade name.

Distance A = 1 x height of the trade name.

Height trade name : Height trade mark = 1 : 2



This layout is the standard application and is available as a file.

In case, for reasons of space, this layout can not be realised, the version described below (trade mark at the centre above the trade name) can be used.

Special case of trade mark positioned at the centre above the trade name

In case insufficient space in the width is available it would make sense to use the version "Trade mark placed in the centre above the word mark" to achieve bigger height of word and letters.

The heights of trade name and trade mark are in the ratio 1 : 3.

The distance between trade name and trade mark is 1/2 of the height of the trade name.



Ratio height trade name to trade mark 1 : 3

Side length trade mark in this combination always < 10 mm
(trade mark always without AMAZONE trade name inside).

Logo structure: standard combination of trade name and trade mark

Exceptions

All approved permutations of trade name and trade mark are available as a file.
Other combinations are not allowed.

If the AMAZONE logo is not used in an AMAZONE environment (e.g. together with other company logos in a list or decal), if there is enough space, the logo is positioned on an AMAZONE green background.

The size of the green background is governed by the height of the trade name.

1/2 height trade name = distance around the logo group on all sides

The rounding of the edge of the green background area is identical to the rounding of the edge of the trade mark.

Positioning in an unknown environment

e.g. Dealer/
Importer adverts



The green background has a white outline in the same boldness like trade name and trade mark.



The same rules are also valid for the layout of the trade mark above trade name:

